

REMARKS

Claims 1-16 and 55-57 are pending. Claims 17-54 and 58-63 are withdrawn. Claim 1 was previously presented. Claims 1-4, 7-11, and 14 are amended. Claims 35-43, and 58, though withdrawn, are also amended. Claims 64 - 89 are new. Claims 5 and 6, and withdrawn claims 39, 40 and 44-54 are canceled without prejudice or disclaimer of the subject matter therein.

Applicant appreciates the courtesies extended to Applicant's counsel during a telephone interview on May 3, 2010. The substance of that interview is as follows:

1. The interview did not include any exhibits or demonstrations.
2. New claims directed to a computer system and computer program product were discussed.
3. The prior art was not discussed.
4. Applicant's counsel and the Examiner discussed adding new claims directed to a computer system and computer program product that include subject matter in claim 1.
5. The Examiner suggesting filing a Supplemental Reply and Amendment adding new claims directed to a computer system and a computer program product.
6. Applicants would file a Supplemental Reply and Amendment commensurate with the interview.

New independent claims 64 and 65 included subject matter found in claim 1, and are directed to a computer implemented system and computer program product for providing to a customer customized media at a physical point of sale (PPOS) at a time of a sales transaction for a good/service, respectively. Minor amendments have been made to claims 2-4, 7-11, and 14.

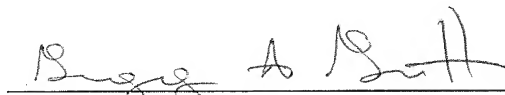
Applicants addressed the patentability of independent claim 1 and claims depending thereon at pages 13-16 the Reply and Amendment dated April 26, 2010. New claims 64 and 65, and the claims dependent thereon, are patentable for the same reasons discussed in the Reply and Amendment dated April 26, 2010.

It is respectfully submitted that the present application is in condition for immediate allowance, and such action is solicited. If for some reason the Examiner deems that the present application is not in condition for immediate allowance, it is respectfully requested that the Examiner telephone the undersigned at 336-721-3730, in an effort to expedite prosecution.

Respectfully submitted

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Date



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